

# Have you seen this logo?





**5 A Day is a joint effort between  
National Cancer Institute and the  
Produce for Better Health Foundation**

**The goal is to increase fruit  
and vegetable consumption  
to 5 or more servings daily  
by the year 2000.**

**Eat 5 or more servings  
every day as part of  
a healthy, low-fat,  
high-fiber diet.**



**Healthy eating and daily physical activity make the most difference in lifelong health.**

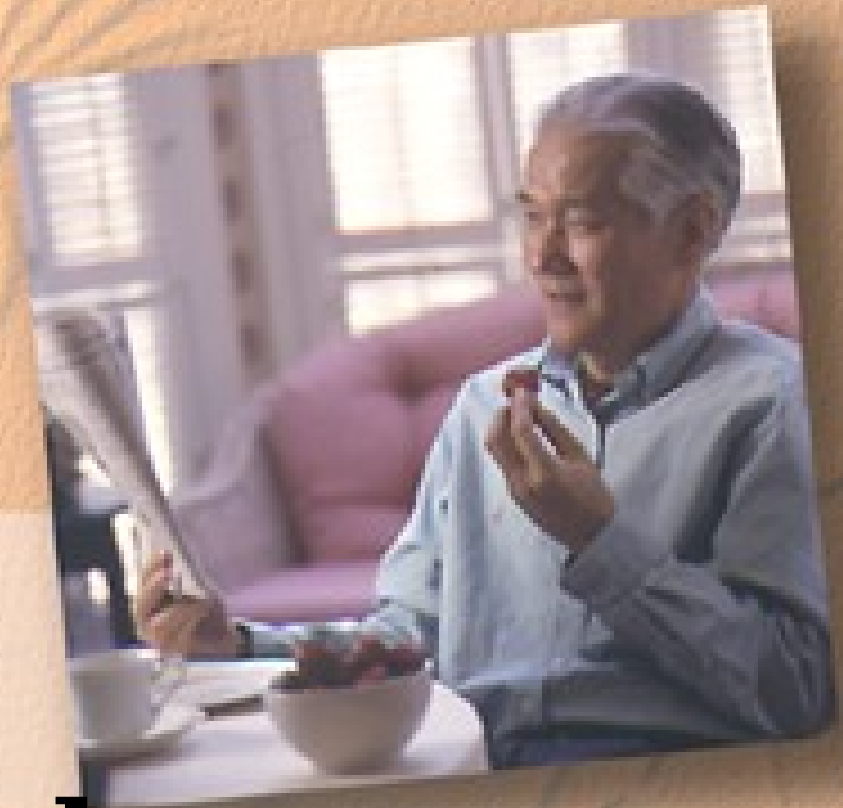


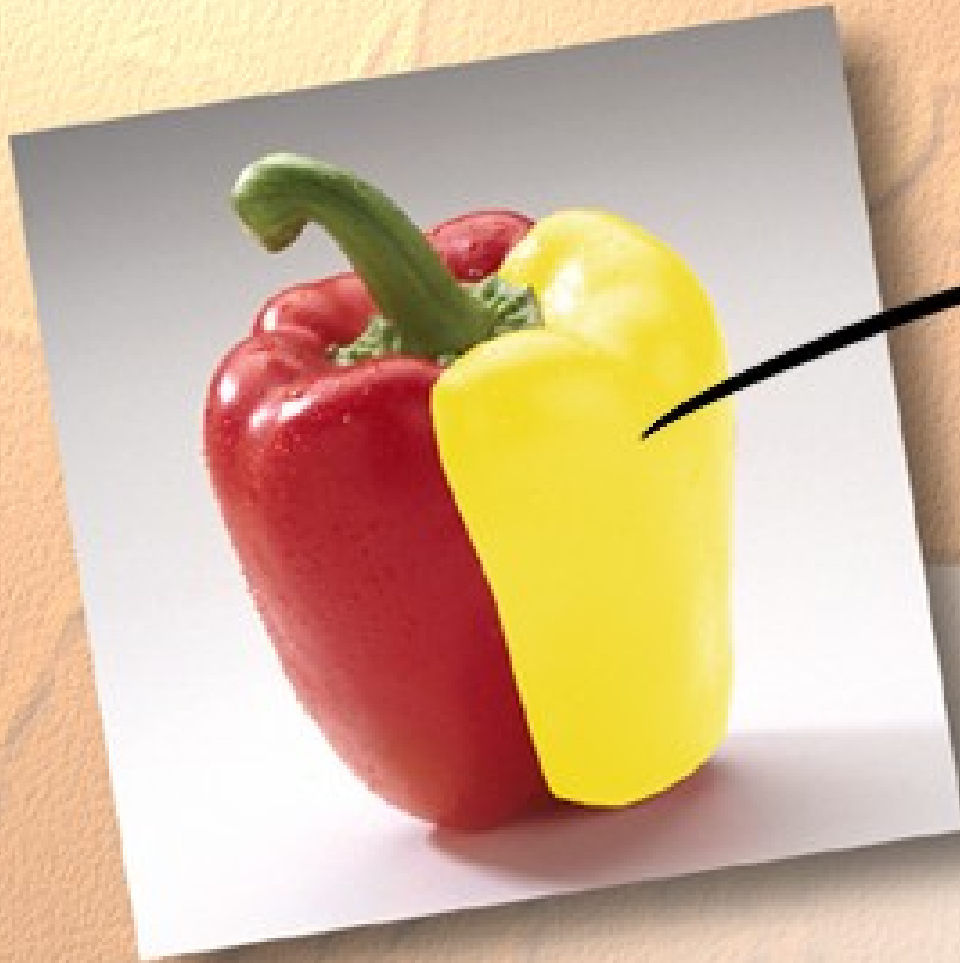


**Fruits and  
vegetables  
taste good**



**Fruits and  
vegetables fuel  
our bodies throughout the d**





35%

**Thirty-five percent  
of all cancers are  
associated with  
poor eating habits**



**Research  
continues into  
food's effects  
on cancer  
reduction.**



**The best advice for all  
Americans who want to reduce  
their risk of cancer is to eat  
a low-fat diet with plenty of  
fruits, vegetables and grains**

# Food Guide Pyramid

## A Guide to Daily Food Choices



**5 A Day is the minimum recommended amount of fruits and vegetables to eat every day.**

**Although fruits and vegetables taste good and are good for us, most of us are not getting our 5 A Day.**

**A Five A Day Baseline Survey showed that fewer than one out of ten people knew that 5 fruits and vegetables daily was important.**



**Two-thirds surveyed thought  
only 1-2 servings of fruit  
and vegetables were enough  
for good health.**

# **GOOD NEWS--**

**The older we get  
the more we like and  
eat fruits and vegetable**

**Eat a wide variety of 5  
or more servings of fruits  
and vegetables every day.**

**Eat at least one  
vitamin-A  
rich selection  
every day.**



**Eat at least one  
vitamin-C rich  
selection every day.**



**Eat at least one high  
fiber selection  
every day.**







**Eat cabbage fam  
or cruciferous  
vegetables sever  
times each week**

**Most people only need  
add 2 or more servings  
fruits and vegetables to  
meet the 5 A Day goal**



- **1 medium piece of fruit**

- **1/4 cup of dried**

**1/2 cup of raw or cooked  
fruit**

**or vegetables such as:**

- **vegetables**
- **fruit**
- **cooked, dried peas  
or beans**



**3/4 cup of  
100% fruit or  
vegetable juice**



**1 cup of raw  
leafy vegetables**







**It's easy for you  
and your family  
get your 5 A Day  
today, tomorrow  
and everyday.**



**Add a handful of  
sliced fruit to your  
breakfast cereal**

**Have a mid-  
morning or  
afternoon snack**





**For lunch  
microwave some  
vegetable soup**

**Eat leftover  
vegetables for  
lunch.**



**Sandwiches with  
lots of vegetables  
provide a great  
way to add to  
your 5 A Day.**





**Eat one or more  
fruits or  
vegetables with  
each meal and as  
a snack**





**Some fast food  
places also  
provide ways  
for you to get  
your 5 A Day.**

**When dining in restaurants, order dishes that have lots of fruits and vegetables.**



**It doesn't need take a lot  
of time and it's easier  
than you think.**

**At home, getting  
your 5 A Day can  
be as easy as  
using your  
microwave.**





**Change favorite recipes by increasing the amounts of vegetables or beans you use.**



**Stock up on dried,  
frozen and canned  
varieties for fruits  
and vegetables.**



**Frozen or canned  
vegetables can be  
cheaper than fresh  
and just as nutritious**





**Add spices and  
low-fat seasoning  
fruits and vegetables  
for added flavor  
without added fat**

**Keep a running count  
of the fruits and  
vegetables you  
eat each day.**



**Eating 5 A Day will  
help make you feel  
good, keep you  
going through the  
day and reduce  
cancer risk.**



**Eat Five A Day every day.  
It's easier than  
you think.**





**The second week  
of September is  
national 5 A Day Week.**